

Message Text

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PAGE 01 TOKYO 10790 140313Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 ICA-20 /041 W
-----046987 141359Z /50
R 140308Z JUN 78
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 8782

UNCLAS TOKYO 10790

FOR OIM/JAPAN
EO 11652: NA
TAGS: BEXP, JA
SUBJECT: AUGUST LEISURETIME USA MF-BSP

REF: USDOC 10702

1. TC'S MARKET PROMOTION CONTRACTOR, DAI-ICHI KIKAKU CO., LTD., IS RECRUITING A MF-BSP, LEISURETIME USA EXHIBITION, WITH THE ENDORSEMENT OF THE EMBASSY/TRADE CENTER; IT IS SCHEDULED FOR THREE DAYS, AUGUST 30 - SEPTEMBER 1, 1978, AND WILL UTILIZE THE TC'S FIRST AND SECOND FLOORS, ACCOMMODATING 30 BOOTHS.

2. PARTICIPATION FEE IS YEN 150,000, OR \$680, PER BOOTH (4M X 1M); THIS AMOUNT COVERS BASIC BOOTH CONSTRUCTION, PROMOTION CAMPAIGN, AND THREE DAYS OTM CONTRIBUTIONS FROM EACH AGENT. SOLICITATION DEADLINE IS SCHEDULED FOR JUNE 20, BUT COULD BE POSTPONED UNTIL THE END OF JUNE FOR U.S. PARTICIPANTS.

3. SO FAR, NINE BOOTHS HAVE BEEN SOLD, AND FIVE VERBAL COMMITMENTS HAVE BEEN OBTAINED; FIRMS--1) PACIFIC TRAIL SPORTSWEAR-NICHIREI SPORTS CO; 2) MUELLER TAPING-MUTOH KOGYO CO; 3) RIDDELL-FUJIMARU CO; 4) DAIWA SEIKO-A) OLIN CO & B) HANSON CO; 5) J. OSAWA - A) AMF, B) HEAD SKI CO, AND
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C) VOIGT; 6) K2 SKI CO-K2 JAPAN; 7) US PLAYING CARD-NICHIGAN TOTAL NINE BOOTHS. VERBALS--1) MINI-GYM CO - SONY ENTERPRISE; 2) S & A TRADING - 2 HANGLIDER COS; 3) CONVERSE CO - INOUE SHOJI; 4) WILSON SPORTS-WILSON JAPAN; 5) SPORTSWAY CO - LEISURETIME CO, PLUS FOUR OR FIVE OTHERS.

4. APPROX 17,000 INVITATIONS WILL BE MAILED OUT IN THREE

STAGES--END JULY, EARLY AUGUST AND MIDDLE AUGUST; A PRESS CONFERENCE IS SCHEDULED FOR AUGUST 22, AND FOUR OR FIVE NEWS RELEASES WILL BE ISSUED DURING A TWO-MONTH PERIOD. TARGET AUDIENCES ARE WIDE NOT ONLY WHOLESALERS AND RETAILERS BUT ALSO END-USERS.

5. SO FAR, EXHIBITS WILL INCLUDE FOOTBALL EQUIPMENT, SKI, TENNIS, GOLF, SPORTSWEAR, SHOES, DIVING EQUIPMENT, TAPING PRODUCTS, HUNG GLIDERS, PLAYING CARDS AND OTHERS; INFORMATION, INCLUDING PRODUCTS CHARACTERISTICS, WILL BE PROVIDED NO LATER THAN JULY 15. MANSFIELD

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